ABSTRACT OF DISCLOSURE

Color balance correction value is calculated based on an average pixel value of specific color pixels if an average hue of high luminance pixels is not within a predetermined range in the vicinity of a specific chromatic color (for example, skin color). This calculation may additionally use a specific color pixel ratio as well as the average pixel value of the specific color pixels. On the other hand, if the average hue of high luminance pixels is within the predetermined range in the vicinity of a specific chromatic color (for example, skin color), the color balance correction value is calculated using the average pixel value of the plurality of high luminance pixels, without using the average pixel value of the specific color pixels.

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